

CAE Ltd., specialists for 40 years in full-flight training simulators, is opening a pilot training centre in São Paulo, Brazil. The centre, slated to open in April 2001, is one of three that CAE will be establishing around the world to train commercial airline pilots. Other CAE centres will be opening up in Madrid, Spain and Toronto.

"With no independent training centres in the region, it presented an excellent opportunity for the launch of our first training centre."

The São Paulo centre will initially operate three full-flight simulators, manufactured by CAE in Montreal: an Airbus 320, a Fokker 100 and an MD-11. Two additional full-flight simulators,

The Brazilian currency, political situation, and economic uncertainty following that country's last financial crisis, were all factors that CAE had to carefully consider before deciding to set up the São Paulo centre. But CAE's business case was strengthened by the many positive factors on the horizon for Brazil, including a buoyant future market for aircraft fleets, predictions by Boeing and Airbus of increasing passenger traffic in the region, and the launch, by Embraer, of a new line of regional jets in the 70 to 100 seat category.

From the outset, the Canadian government in Brazil, through its local consular offices in Rio de Janeiro and São Paulo, assisted CAE — providing helpful information about establishing foreign businesses in Brazil as well as local contacts for key Brazilian ministries. CAE continues to work closely with the Canadian government officials in São Paulo, regularly monitoring economic and political developments as they are a continuous influence on the future strategic positioning of CAE's South American Training Centre.

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CAE lands pilot training centre Contract in Brazil



The company's move into commercial pilot training is the result of the strategic plan, announced last year, to reposition CAE and aggressively grow its core businesses, with the focus on markets with strong growth potential.

CAE's venture into commercial flight training, starting in Brazil, will build on the experience it has gained training military pilots — the company has already embarked on a 20-year joint program with the R.A.F. to operate a medium-support helicopter training facility in the U.K.

"South America is one of the fastest growing commercial airline markets in the world," explains André Gareau, Vice-President, Global Training Services.



a B737NG and an A330/A340, will be installed later in the year. Any future growth in regional airlines can be accommodated by the 6-bay centre. Already two major Brazilian airlines, TAM and Varig, have signed on with CAE for long-term flight training service.

The GATS virtual consultations

This is a reminder to all services exporters to participate in the GATS virtual consultation process, which will allow you to give direct input to our services trade negotiators.

The Canadian government is currently negotiating with its GATS trading partners to improve Canadian services exporters access to foreign markets. Some months ago, in order to reach more companies, the government established a GATS e-mail consultation process with services exporters to learn more about their international activities and any challenges that they encounter. To date, four

e-mail surveys have been sent out, along with messages providing feedback on the input received.

This GATS virtual consultation process is comprised of a series of short e-mailed survey questions asking for input on a range of services trade issues. Responding to each mini-survey takes less than 60 seconds. Simply enter the e-mail address initially registered on the database, respond to the questions and click the "Submit" button. Participants receive a summary of the responses from across the country letting them know where other Canadian services firms stand on these issues, along

with suggestions for how to manage difficulties they may face in exporting. All individual responses are kept confidential and only aggregate data is analyzed and released.

If you are a service exporter but not yet registered with WIN Exports or CCC, you can volunteer to participate by e-mailing your request to gats@dfait-maeci.gc.ca and indicating "Add us" in the subject box.

For specific information about the services trade negotiations, visit the Government of Canada Services 2000 Web site: <http://services2000.ic.gc.ca>

(For the unabridged version, see www.infoexport.gc.ca/canadexport and click on "Trade News")